

\*e-mailed at 6-18-97



*S.R. MacLeod*

Region Operations Manager  
Buffalo #1600

June 17, 1997

# COPY

TO: KAMs, DMs & RMs

RE: WINSTON "NO BULL"

Dear Managers:

Listed below please find allocations by operating unit for supplemental POS which can be referenced on page 20 of the Winston "No Bull" Fact Book. Allocations are as follows:

Description	Item No.	1622 SKU's	1623 SKU's	1626 SKU's	1638 SKU's	1642 SKU's	1645 SKU's
6"x4" Stick to Stick Card	527570	10,426	7,493	6,842	7,819	n/a	n/a
Small Naked Paster	527591	1,166	838	765	874	n/a	n/a
2 Free Pkg. Con. Mission Coupon	530075 (20/sku)	32	22	20	23	n/a	n/a
Retailer Matches	527582 (20/sku)	93	67	61	70	n/a	n/a
Giant Inflatable Package	527612	2	1	1	1	1	1
Inflatable Win. Cup Car	527615	n/a	n/a	n/a	n/a	n/a	n/a
No Bull Decal	527600	1,177	846	772	883	n/a	n/a
Naked 3-D Pkg. Stick-On	529553	1,198	861	786	898	n/a	n/a
Retailer Sweepstakes Card	530231 (50/sku)	53	38	34	39	n/a	n/a

Please note that the Region has been allocated one Inflatable Winston Cup Car that we will leave at the Region level. Should you have a need for this item, in conjunction with store openings, special events, etc., please plan in advance and communicate your needs to Darren DeRose. Also, please note SKU packing, unless specified, all of the above items are packed one per SKU.

Recently you requested and received a copy of remaining Wave II Winston PDI allocations by operating unit. I would recommend that you request an update status of remaining PDI items on/or after July 7, 1997 to ensure that we are taking full advantage of PDI items in conjunction with our Winston Launch efforts.

Should you have any questions, please contact me.

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Sincerely,

*Stephen MacLeod*

S.R. MacLeod  
ROM/#1610  
:etb

cc: W.J. Roth  
F.V. Natale  
D.A. DeRose

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